Raising the Profile of the NLB: the “5+5” Strategy

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Raising the Profile
The “5+5” Strategy

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Singapore

Founded in 1819
Independence: 1965
Population: 4 million
Size: 641 sq km

Language:
English
Malay
Chinese
Tamil
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**A new lease of life**

Library 2000

Investing in a Learning Nation

Raising the Profile of NLB - The 5+5 Strategy

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**Our Mission**

To expand the learning capacity of the nation so as to enhance national competitiveness and to promote a gracious society.
Our Purpose

To deliver a world-class library system which is convenient, accessible, useful and affordable to the people of Singapore.

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"... the best strategy for a given firm is ultimately a unique construction reflecting its particular circumstances."

- Michael E. Porter

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NLB Libraries
TYPES OF LIBRARIES

- National Library 1
- Regional Libraries 2
- Community Libraries 18
- Community Children’s Libraries 45
- Government Libraries, School Libraries & others 34

TOTAL 100

Pre-requisites

- Understand the needs and objectives of the stakeholders and customers
- Change mind-sets
- Innovate and be an activist
- Aspire to be a model public organisation
- Passion for knowledge and learning
- Establish library as a core function. Not fringe.
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1. Nurturing National Aspirations
2. Forging Links
3. Courting the Media
4. Inspiring our Customers
5. Redefining the Library Experience (appeal to the 5 senses)

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Plus 5
a) Imaginative Collections
b) Creative Products & Services
c) Engaging Programmes & Events
d) Innovative Technology
e) Stimulating Environments
1. Nurturing National Aspirations

- Building Bonds
- National Relevance

2. Forging Links

- Engineering Ties
3. Courting the Media
- Lunch with editors
- Press conferences
- One-on-one interviews
  - Feature story/column
  - Facility visit

4. Inspiring our Customers
- A Make-over
- Quality Obsessions
- A New Reputation
- Customer is the only KING
4. Inspiring our Customers

Everlasting Bonds

Develop Superior Customer Relationship Management
Increase Customer Loyalty and Retention
Keep Abreast of Customer Requirements
Earn Confidence of Clients

5. Redefining the Library Experience

The New Library Experience

Imaginative Collections  Creative Products & Services  Engaging Programmes & Events

Innovative Technology  Stimulating Environments

IFLA 2001 Boston
a) Imaginative Collections
- Transforming Content
- Diverse
- up-to-date
- comprehensive
- relevant

b) Creative Products & Services
- Ministry of Sound (music booth, music lounge)
- The Idea Exchange (SVC)
- Picture Perfect (Showtime@Sembawang)
- Touch and Learn (KIDs Discover)
- Lounging Around (Café)
- Knowledge at a Click (ONE Learning Place)
c) Engaging Programmes & Events

A Sensory Experience

Asian Children's Festival
Celebrating Children

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d) Innovative Technology

- Do it yourself
- Shelf Satisfaction
- Anywhere from Here
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Stimulating Environment

- All the hot people go to cool places
- The Stuff that Surrounds

Slide 22

Simulating Environment

- Making Libraries Fun

Creating New Mindsets
Promote Passion for Lifelong Learning
Showcase Diversity of Learning Opportunities
Illustrate Learning as a Rewarding Experience
Inculcate Skills & Habits
Stimulating Environment

- All the hot people go to cool places
- The Stuff that Surrounds You

Result
Loans, Collection and Visitorship
“AWSJ carried a very favourable article on our library system yesterday ... you and Christopher Chia have done an excellent job at the NLB. Congratulations.”

DPM Lee Hsien Loong in an email to Chairman, NLB Dr Tan Chin Nam
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**Result**

189 Media Reports in 2000

IFLA 2001 Boston

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**Seeing The Future Today**

“The World we created is a product of our own thinking; it cannot be changed without changing our thinking.”

Albert Einstein
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Visit Us. You have to see it to believe it!

http://www.nlb.gov.sg

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Raising the Profile of NLB

The "5+5" Strategy

Thank-you for your attention.

By sharing with you our strategy

NLB has raised its profile in IFLA